

Location

Helena

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Effective E-mail Writing



How you write gives the reader an indication of your professionalism and attitude. Your email needs to engage the reader's interest quickly. It must be concise, but still contain enough content so that it is not ambiguous or misleading. In this half-day workshop, we'll cover the following topics:

- Striking the right tone in e-mail
- Using bullet points to help the reader zoom in
- Using subject lines: What works, what doesn't
- Keeping sentences short
- Answering every reader's top question: "What's the point?"
- Deciding to e-mail—or call. The "2X rule" that makes the decision easy
- Recognizing the biggest e-mail etiquette mistakes
- Using plain language for e-mail communication
- Presenting complex information without causing readers to wonder, "Huh?"
- Writing for people who scan instead of read—in other words, everybody

Helena, MT

DATE

Wed., September 3, 2014

8:30 a.m. — noon

COST

Investment is \$95

(Discounts for three or more attendees from one organization)

REGISTER

Online:

<http://pdc.mt.gov/register.mcpix>

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